Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method comprising:

receiving digital data, at a player device, via a communications connection, wherein the digital data includes a digital watermark comprising a first indicator, and wherein the player device includes a second indicator;

detecting, at the player device, the first indicator;

comparing the first indicator to the second indicator; and

performing an action based on the comparison.

2. (Previously Presented) The method of claim 1, wherein the digital data comprises audio or video data.

3. (Previously Presented) The method of claim 1, wherein the second indicator is associated with an attribute of the device, device user, data, or data owner.

4. (Previously Presented) The method of claim 1, wherein detecting the first indicator comprises decoding the first indicator.

5. (Previously Presented) The method of claim 1, wherein the digital watermark comprises a copy protection subsignal of a predetermined number of bits, and wherein the first indicator is a portion of the predetermined number of bits unused by the copy protection subsignal.

6. (Previously Presented) The method of claim 1, wherein the action is performed if the first indicator matches the second indicator.

7. (Previously Presented) The method of claim 6, wherein the action comprises displaying an indication of the match and at least one consequence thereof.

8. (Previously Presented) The method of claim 7, wherein the indication comprises a notification of winning of a prize.

9.-11. (Canceled)

12. (Previously Presented) The method of claim 3, wherein the second indicator is associated with a device number.

13. (Previously Presented) The method of claim 1, wherein the first indicator is encoded with the digital watermark in a time varying manner.

14. (Previously Presented) The method of claim 1, further comprising inputting the second indicator to the player device prior to the act of comparing.

15. (Previously Presented) The method of claim 6, wherein perfect matching between the first indicator and second indicator is necessary in order to perform the action.

16. (Previously Presented) The method of claim 6, wherein imperfect or approximate matching between the first indicator and second indicator is permitted in order to perform the action.

17. (Previously Presented) The method of claim 6, wherein the first indicator and second indicator contain at least two fields, each field comprising a group of bits, wherein matching of fields between the first indicator and second indicator is permitted in order to perform the action.

18. (Previously Presented) The method of claim 1, wherein at least one first indicator evokes the performance of the action.

19. (Previously Presented) The method of claim 1, wherein at least one first indicator is chosen to match at least one targeted demographic group.

20. (Previously Presented) The method of claim 1, wherein the action is performed if the first indicator matches the second indicator and the action comprises informing the device user of the match.

21. (Previously Presented) The method of claim 1, wherein the player device comprises a personal computer and the method further comprises storing the digital data on a recordable medium readable on the player device.

22. (Canceled)

23. (Previously Presented) The method of claim 21, wherein the comparing is performed after the digital data is partially stored such that the first indicator is available for use in the method before the storing is completed.

24. (Previously Presented) The method of claim 1, wherein the player device comprises a personal computer and at least the detecting is performed in real time as the digital data is received.

25. (Previously Presented) A method comprising:

providing, at a personal computing device, digital data, wherein the digital data includes a digital watermark comprising a first indicator, and wherein the personal computing device includes a second indicator;

detecting, at the personal computing device, the first indicator;

comparing the first indicator to the second indicator; and

performing an action based upon the comparison, wherein the second indicator expires after a predetermined time such that it is no longer useful for comparison to the first indicator.

26. (Previously Presented) The method of claim 25, wherein the action is performed if the first indicator matches the second indicator.

27. (Previously Presented) The method of claim 26, wherein the action comprises displaying an indication of the match and at least one consequence thereof.

28. (Previously Presented) The method of claim 27, wherein the indication comprises a notification of the winning of a prize.

29.-36. (Canceled)

37. (Previously Presented) The method of claim 25, further comprising computing the second indicator from information available from the personal computing device.

38. (Canceled)

39. (Previously Presented) A method comprising:

providing a computer readable set of instructions, wherein the computer readable set of instructions represents an application program executable by a digital player, wherein the computer readable set of instructions includes a digital watermark comprising a first indicator, and wherein the digital player includes a second indicator;

detecting the first indicator;

comparing the first indicator to the second indicator; and

performing an action based upon the comparison.

40. (Previously Presented) The method of claim 39, wherein the personal computing device comprises a software operating system for launching the application program, and wherein the detecting, comparing and performing are performed by the software operating system.

41.-52. (Canceled)

53. (Previously Presented) A tangible computer readable medium having instructions stored thereon, the instructions comprising:

instructions to receive digital data at a digital player via a communications connection, wherein the digital data includes a digital watermark comprising a first indicator, and wherein the digital player includes a second indicator;

instructions to detect the first indicator;

instructions to compare the first indicator to the second indicator; and

instructions to perform an action based on the comparison.

54.-55. (Canceled)

56. (Previously Presented) An apparatus comprising a processor configured to:

provide a computer readable set of instructions, wherein the computer readable set of instructions includes a digital watermark comprising a first indicator, and wherein a digital player associated with the processor includes a second indicator;

detect the first indicator;

compare the first indicator to a second indicator; and

perform an action based upon the comparison.

57. (Canceled)

58. (Previously Presented) An apparatus comprising a processor configured to:

provide digital data, wherein the digital data includes a digital watermark comprising a first indicator, and wherein a personal computing device associated with the processor includes a second indicator;

detect the first indicator;

compare the first indicator to a second indicator; and

perform an action based upon the comparison, wherein the second indicator expires after a predetermined time such that it is no longer useful for comparison to the first indicator.

59. (Previously Presented) A computer readable medium having instructions stored thereon, the instructions comprising:

instructions to provide digital data, wherein the digital data includes a digital watermark comprising a first indicator, and wherein a personal computing device includes a second indicator;

instructions to detect the first indicator;

instructions to compare the first indicator to a second indicator; and

instructions to perform an action based upon the comparison, wherein the second indicator expires after a predetermined time such that it is no longer useful for comparison to the first indicator.

60. (Previously Presented) An apparatus comprising:

a player device configured to:

receive digital data via a communications connection, wherein the digital data includes a digital watermark comprising a first indicator, and wherein the digital player includes a second indicator;

detect the first indicator;

compare the first indicator to the second indicator; and

perform an action based on the comparison.

61. (Previously Presented) A tangible computer readable medium having instructions stored thereon, the instructions comprising:

instructions to provide a computer readable set of instructions, wherein the computer readable set of instructions includes a digital watermark and wherein a digital player includes a second indicator;

instructions to detect the first indicator;

instructions to compare the first indicator to a second indicator; and

instructions to perform an action based upon the comparison.

62. (Previously Presented) The method of claim 1, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.

63. (Previously Presented) The tangible computer readable medium of claim 53, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.

64. (Previously Presented) The apparatus of claim 60, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.